

From: Holsman, Marianne
To: Frithsen, Jeff; McLerran, Dennis; Parkin, Richard; Eckman, Sheila; Kader, Hanady
Subject: Discussion guide for tomorrow's BB call
Date: Tuesday, January 07, 2014 7:47:47 PM

Hi Folks:

As we discussed at today's team meeting, we think a good use of time for tomorrow's communication agenda item on the BB management call would be to talk about the following:

- 1) Confirm the documents/materials and who, how and when they will receive final approval. We have six key items that will need final management review and approval ideally by the end of this week (depending on the roll out date)
 - a. News Release
 - b. Internal FAQs (need to discuss comment summary in particular)
 - c. Key messages
 - d. Roll out plan
 - e. Web content
 - f. Fact sheet for the web (based largely on the news release)
- 2) Discuss the following questions that need upper management input:
 - a. When (how early) will we reach out to tribes and stakeholders to give courtesy heads up notification of the final assessment release?
 - b. When (how early) will we reach out to media? Will we advance embargoed materials? To whom? Will we do advance background interviews?
 - c. Will there be any HQ stakeholder outreach/public engagement or only from the region?
 - d. Who will be our main spokespeople for news conference and press calls? Recommend Dennis and Jeff F..
 - e. How could the WOTUS announcement impact the release of the assessment

Let me know if this works for you.

Marianne

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